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**Enter your Contact Information below:**Name: Employee Number: Phone: Art Unit or Office: Building & Room Number: **Enter the case serial number (Required):** 

If not related to a patent application, please enter NA here.

**Class / Subclass(es)** **Earliest Priority Filing Date:** **Format preferred for results:**☐ Paper   ☐ Diskette   ☒ E-mail**Provide detailed information on your search topic:**

- In your own words, describe in detail the concepts or subjects you want us to search.
- Include synonyms, keywords, and acronyms. Define terms that have special meanings.
- \*For Chemical Structure Searches Only\*  
Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers
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Include all pertinent information (parent, child, divisional, or issued patent numbers) along with

- the appropriate serial number.
- **\*For Foreign Patent Family Searches Only\***  
Include the country name and patent number.
- Provide examples or give us relevant citations, authors, etc., if known.
- FAX or send the **abstract, pertinent claims** (not all of the claims), **drawings, or chemical structures** to your EIC or branch library.

**Enter your Search Topic Information below:**

The identified application involves target marketing, specifically psychographic marketing. Psychographic marketing categorizes consumers into distinct emotional or personality types. Foreign prior art reference WO 97/41673 closely relates to the identified application, but need a prior art reference that can be used in combination with that reference.

Characteristics that are needed include collecting, storing, determining, sorting emotional orientation (personality types) of potential consumers (customers, shoppers, buyers etc.).

It is requested to find a prior art reference that includes three types of emotional orientation. The three types are survival type, growth type, and relaxation type. Survival type is defined in the specification as a person primarily concerned with filling the most basic of physical, emotional, and social needs (or a tendency to feel that the world is not a safe place and worry mostly about personal survival and view life as hard and new objects as a potential threat). Growth type is defined as a person constantly seeking new ways to improve economic opportunities, spiritual side, relationships, and/or health (or seek challenge and novelty wherein it is difficult to settle into a particular routine such that progress is desirable while regress or status quo are viewed as damaging and are appealed to an innate desire to grow with innovating ideas to evoke the sense of risk and adventure). Relaxation type is

**Special Instructions and Other Comments:**

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Last Modified: 12/05/2003 15:08:46

<!--StartFragment-->The identified application involves target marketing, specifically psychographic marketing. Psychographic marketing categorizes consumers into distinct emotional or personality types. Foreign prior art reference WO 97/41673 closely relates to the identified application, but need a prior art reference that can be used in combination with that reference.

Characteristics that are needed include collecting, storing, determining, sorting emotional orientation (personality types) of potential consumers (customers, shoppers, buyers etc.).

It is requested to find a prior art reference that includes three types of emotional orientation. The three types are survival type, growth type, and relaxation type. Survival type is defined in the specification as a person primarily concerned with filling the most basic of physical, emotional, and social needs (or a tendency to feel that the world is not a safe place and worry mostly about personal survival and view life as hard and new objects as a potential threat). Growth type is defined as a person constantly seeking new ways to improve economic opportunities, spiritual side, relationships, and/or health (or seek challenge and novelty wherein it is difficult to settle into a particular routine such that progress is desirable while regress or status quo are viewed as damaging and are appealed to an innate desire to grow with innovating ideas to evoke the sense of risk and adventure). Relaxation type is

Gravini, Steve

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**From:** Gravini, Steve  
**Sent:** Wednesday, March 17, 2004 2:20 PM  
**To:** Lehman, Karen  
**Subject:** search request 09/534,170

Tried to a search request through STIC web link but was unsuccessful.

Earliest priority filling date is 3-24-00. Request e-mail format results

The identified application involves target marketing, specifically psychographic marketing. Psychographic marketing categorizes consumers into distinct emotional or personality types. Foreign prior art reference WO 97/41673 closely relates to the identified application, but need a prior art reference that can be used in combination with that reference.

Characteristics that are needed include collecting, storing, determining, sorting emotional orientation (personality types) of potential consumers (customers, shoppers, buyers etc.).

It is requested to find a prior art reference that includes three types of emotional orientation. The three types are survival type, growth type, and relaxation type. Survival type is defined in the specification as a person primarily concerned with filling the most basic of physical, emotional, and social needs (or a tendency to feel that the world is not a safe place and worry mostly about personal survival and view life as hard and new objects as a potential threat). Growth type is defined as a person constantly seeking new ways to improve economic opportunities, spiritual side, relationships, and/or health (or seek challenge and novelty wherein it is difficult to settle into a particular routine such that progress is desirable while regress or status quo are viewed as damaging and are appealed to an innate desire to grow with innovating ideas to evoke the sense of risk and adventure). Relaxation type is defined as a person adverse to change and hesitates to take risks or try new things (or believe change is damaging and try always to maintain current levels such that most comfort is at home and a family is more important than career and attraction is strongest to relaxation and homeostasis).

Please help find prior art that discloses the three emotional orientation types or synonyms thereof.

Thanks.

Steve Gravini